



Mobile Computing Takes You Places



Mobile Intel®
Pentium® 4 Processor - M
Do More. Carry Less.

Innovations
For Small Business
On the Move



m

The Case For Mobile Computing

As the pace of business accelerates, staying responsive is more important—and more challenging—than ever. Small businesses worldwide are discovering the power of mobile computing to meet their toughest goals, while increasing their profitability.

Notebook PCs give you the freedom to work anywhere, anytime, dramatically improving productivity and efficiency. According to research by Gartner Consulting, business users with a notebook computer who spent 20% or more of their time out of the office realized a minimum annual dollar benefit of \$34,560 in productivity gains and efficiency savings—and 41% more with wireless connectivity.¹

At the same time, costs are coming down. Hardware is more affordable, and support costs are reduced as a result of more reliable systems and more experienced users. With increased Total Benefit of Ownership (TBO) and decreased Total Cost of Ownership (TCO) delivering strong ROI, there's never been a better time to invest in mobility.

Mobile computing keeps you agile—able to respond immediately to customer needs and to keep up with fast-breaking developments no matter where you are. It gives you the flexibility to work while traveling, and to solve customer problems on the spot. In short, notebook PCs help you maximize your time and your resources, so you can stay competitive and be more profitable.

¹Gartner Consulting, May, 2001. These interview-based results may differ from Gartner's published research positions.



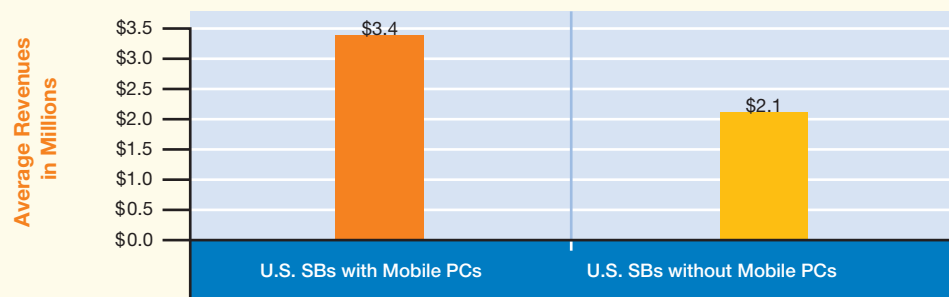
Go Mobile with Intel

With a 30-year history of innovation, Intel has pioneered many of the technologies that help make today's PCs more reliable and more secure than ever. And in the last decade, Intel mobile technology has led the industry in performance and low power advances.

Intel® mobile processors are optimized for mobile computing. They bring together an unprecedented combination of features to maximize the benefits of mobility. And, with Intel inside, you're assured of reliable, advanced technology with headroom for tomorrow, to protect your investment into the future.

The Mobility Edge

Small Businesses Using Mobile PCs Are Generating Higher Revenues



Source: AMI-Partners 2000 U.S. Market Assessment Study, Base=7.4 million U.S. SBs

Small businesses are investing in mobility—because it pays. Mobile PC-owning small businesses generate 47% higher revenues. A smart investment with dramatic results.

“...[M]obile computing has the potential to change the very nature of a company: it will streamline and improve the productivity of the workforce; produce efficient business processes...and improve the way companies reach and service consumers.”

—“Mobile Computing: Uncovering the Real Value,” Economist Intelligence Unit, October 31, 2001 (Copyright 2001)

The New Mobile Intel® Pentium® 4 Processor - M

Intel has driven innovation in the four areas most important to notebook users—performance, battery life, portability and connectivity. Now, with the Mobile Intel® Pentium® 4 Processor - M, you get the best performance available in an Intel mobile CPU, with the extended battery life and thin-and-light systems you need for a business on the go. And when you take advantage of wireless connectivity, as more and more businesses are doing, these features combine to give you a great wireless experience, extending the flexibility and freedom of mobile computing even further.



Mobile Intel® Pentium® 4 Processor - M:
Bringing it all together to meet the needs of small business

High Performance

- Fastest Intel® mobile processor
- Maximized responsiveness and efficiency, less wait time with leading-edge 0.13-micron technology and Intel® NetBurst™ microarchitecture
- Optimal experience with today's data-intensive applications and peer-to-peer communication
- Smoother audio and video streaming
- Powerful capabilities with the freedom and convenience of mobility

Extended Battery Life

- Low power innovations include Enhanced Intel® SpeedStep™ Technology, Deeper Sleep Alert State and other advanced mobile power management features
- Longer battery life for the utmost in flexibility while on the go
- Freedom to work anytime, anywhere for maximized productivity
- Reduced energy consumption for decreased operating costs and lower PC TCO

Thinner, Lighter Systems

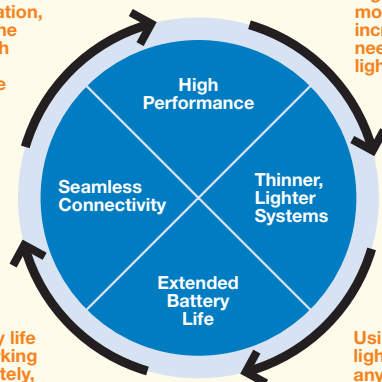
- Intel® 0.13-micron process technology and Micro FCPGA chip packaging for the highest Intel performance in a smaller package
- Smaller, lighter notebooks for ease of carrying, ease of use
- Thinner, lighter systems with uncompromised performance for working smarter and leaner from multiple locations

Seamless Connectivity

- Ability to maintain high efficiency and productivity whether wired or wireless
- Integrated wired LAN and modem interfaces for optimal connectivity
- High performance and extended battery life for a productive, secure wireless environment

Today's network bandwidth allows access to all your information, increasing the need for high processor performance

Maximizing productivity with high performance mobile PCs increases the need for thinner, lighter systems



Long battery life enables working longer remotely, increasing the need for seamless wired and wireless network connectivity

Using thin-and-light systems anywhere, anytime increases the need for extended battery life

The Power to Work On the Go

Mobile Intel® Pentium® 4 Processor - M-based notebooks let you work faster, smarter and leaner. They give you the flexibility, freedom and portability to get your work done wherever you are, enhanced by specially optimized software applications.

Creation

- **Create** professional-looking content with advanced page layout, photo editing and media handling applications—even with just a one-person creative department
- **Design** complex mathematical models and use 3D solids rendering and CAD outside of the typical workstation environment

Communication and Collaboration

- **Communicate** electronically with e-mail and Web access to better reach clients, suppliers and colleagues
- **Collaborate** easily with the right people anytime, and share vital technical and operational information, even if key players are across town, at home or on the go

Content Access and Storage

- Reach new customers and build loyalty with **access** to critical information, Customer Relationship Management (CRM) or Sales Force Animation (SFA) programs anytime, anywhere
- **Store** all data on one powerful device, work from home or on the road, use video conferencing and document sharing

Customer Orientation

- Improve **customer satisfaction** by accelerating response time and problem resolution
- Manage and synchronize **customer interactions**
- Embed information and context into Web sites and other materials, to tie together data and documents

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Usage Models

Digital Video/Audio Editing

- Sonic Foundry, Inc.: Sound Forge*
- Adobe Systems Inc.: Adobe Premiere*, Adobe Photoshop*

Geometric 3D Modeling

- Vital Images, Inc.: Vitrea* 2
- Cyclore*: Cyclore Cult3D*

Web Site Development

- Macromedia*: FreeHand* 10, Flash* 5

Collaborative Work Environment

- Consilient Inc.*: The Consilient* Process Collaboration Platform
- Computer Associates*: Jasmine Portal

Collaboration Tools

- BEA Systems, Inc.: BEA WebLogic Collaborate*

Online Interaction

- Groove Networks*: Groove*

XML-Based Applications

- Benefits of XML: automatic data exchange, access to legacy data, application synchronization, secure data transfer
- XML support is being built into a variety of applications, such as CRM (Customer Relationship Management), SCM (Supply Chain Management), Windows XP*

Decision Making Tools

- Advanced Visual Systems*: OpenViz*
- BEA Systems, Inc.: BEA WebLogic Commerce Server*

Supply Chain Software

- i2*: i2 Supply Chain Management*

Product Visualization

- Browzwear International Ltd.: C-Me, V-Stitcher

Mobile Intel®
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Optimized Software

"Being mobile allows me to make the most of travel time. If something urgent comes up, it can be handled right away, allowing us to be proactive versus reactive. When you're in a service business, it's vital you stay informed."

—Mark Nugent, CEO, BusinessMonkey



Look for the “m”

Investing in mobile PCs will give you strong ROI and today's most effective tools for an efficient and productive business. Mobile Intel® Pentium® 4 Processor - M-based notebooks deliver the best mobile solutions—and will enable you to:

- Maximize resources by investing in reliable, advanced Intel technology, with investment protection for the future
- Stay connected with customers and colleagues, accessing e-mail and the Internet, no matter where you are
- Enhance efficiency—work from home or on the road, use video conferencing and document sharing
- Work leaner with a thinner, lighter notebook and seamless connectivity
- Reach new customers and build loyalty with access to critical information, Customer Relationship Management (CRM) or Sales Force Automation (SFA) programs anywhere, anytime
- Deliver graphics-rich presentations anywhere and solve customer problems on the spot

Plan Now for a Wireless Future

A pioneer in early wireless standards, Intel continues today, with leadership in Wireless LAN (802.11) and Bluetooth*. These standards make freedom from wires a reality, giving you the utmost in flexibility and an anytime-anywhere competitive edge. A growing number of businesses are reaping the benefits, both while traveling and onsite.

- Always-on connection to the Internet and the company's network
- Ability to collaborate in the hallways, or from multiple locations
- More productive meetings with instant access to data without plugging in
- Training delivered in flexible locations or to remote participants
- Better use of limited office space
- Cost and time advantages of relocating without laying cable

With a wireless connection and the Mobile Intel® Pentium® 4 Processor - M, you'll have the utmost in flexibility, both in and out of the office.

“I consider my mobile PC my primary productivity tool...Being mobile enables anyone to reach me at any time, which is important because there are always key decisions to be made, no matter where I am or what I'm doing.”

—Umai A. Khan, Clickmarks Inc.





Find out how Intel's exciting new mobile computing technologies can help you build a stronger business—and how the Mobile Intel® Pentium® 4 Processor - M delivers high performance; extended battery life; thinner, lighter systems; and seamless connectivity.

To learn more, visit us on the Web at
www.intel.com/ebusiness/mobile



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